

## Provisional Product List for NAICS 511140: Directory and Mailing List Publishers\*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	National Product Detail			English Title	English Definition	Product Exists in:			NAICS Industries Producing the Product			CPC Code
			Can	Méx	US			Can	Méx	US	Can	Méx	US	
51114	1.0	X				Mailing Lists	Lists of names, addresses, and other contact information created to market or promote to a specific group such as those sharing a common interest, purchase history, membership affiliation or contribution history. These lists are usually rented or sold for one time or limited use and are frequently produced on labels.	X	X	X	511140 511110 511120	511140	511140 511120	85950
51114	2.0					Directories	Publications of collections of systematically organized contact information. Descriptive information on persons, organizations, publications, or other entities is often included. Some examples are telephone directories, business and trade directories, and municipal and city directories.	X	X	X	511140 511130 511110	511140	511140 511130 511110	???
51114	2.1	X				Directories - Print	Printed publications (such as book format, printout, fax or 3x5 cards) of collections of systematically organized contact information. Descriptive information on persons, organizations, publications or other entities is often included.	X	X	X	511140 511130 511110	511140	511140 511130 511110	32230
51114	2.2	X				Directories - Online	Publications made available online of collections of systematically organized contact information. Descriptive information on persons, organizations, publications or other entities is often included.	X	X	X	511140	511140	511140	84300
51114	2.3	X				Directories - Electronic and other media	Publications produced on electronic and other media (such as CD-ROM, diskette, or magnetic tape) where the primary content is contact information. It often includes descriptive information on persons, organizations, publications or other entities. This product includes directories published on microfilm and other media not covered above.	X	X	X	511140 511110	511140	511140	47510 47520
51114	3.0					Databases and Other Collections of Information	Collections of data or bodies of information in which the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included.	X	X	X	511140 511110	511140	511140	???
51114	3.1	X				Databases and Other Collections of Information - Print	Printed collections of data or bodies of information in which the primary content is other than contact information. Custom designed databases are included.	X	X	X	511140 511110 511120	511140	511140	32590
51114	3.2	X				Databases and Other Collections of Information - Online	Collections of data or bodies of information made available online in which the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included.	X	X	X	511140 541110	511140	511140	84300

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			Can	Méx	US			Can	Méx	US	Can	Méx	US	
51114	3.3	X				Databases and Other Collections of Information - Electronic and Other Media	Collections of data or bodies of information published on an electronic or other media such as CD-ROM, diskette, or magnetic tape where the primary content is other than contact information. These are usually compiled and organized for rapid retrieval by computer. Custom designed databases are included.	X	X	X	511140	511140	511140	84400
51114	4.0					Advertising Space in Publications	Sale of space for the purposes of advertisements in publications such as newspapers, periodicals, books and databases and directories. This includes space in publications that are printed, online, and on electronic media.	X	X	X	511110 511120 511130 511140 511190	511111 511112 511121 511122 511131 511132 511141 511142	511110 511120 511130 511140 511190	83610 83620 83690
51114	4.1					Advertising Space in Directories and Databases	Sale of space for the purposes of advertisements in directories and database publications. This includes space in publications that are printed, online, and on electronic media.	X	X	X	511140 511130 511110	511141 511142	511140	83610 83620 83690
51114	4.1.1					Advertising Space in Directories and Databases - Print	Sale of space for the purposes of advertisements in printed directories and database publications.	X	X	X	511140 511130 511110	511141 511142	511140	83610 83620 83690
51114	4.1.1.1	X				Advertising Space in Directories and Databases - Printed Telephone Directories	Sale of space for the purposes of advertisements in printed telephone directories. Telephone directories contain telephone numbers and other limited contact information for businesses and residents.	X	X	X	511140 511110	511141 511142	511140	83610 83620 83690
51114	4.1.1.2	X				Advertising Space in Directories and Databases - Other Printed Directories	Sale of space for the purposes of advertisements in printed directories and database publications other than telephone directories.	X	X	X	511140	511141 511142	511140	83610 83620 83690
51114	4.1.2	X				Advertising Space in Directories and Databases - Online	Sale of space for the purposes of advertisements in directories and database publications that are made available online.	X	X	X	511140 511120 511110	511141 511142	511140	83610 83620 83690
51114	4.1.3	X				Advertising Space in Directories and Databases - Electronic and Other Media	Sale of space for the purposes of advertisements in directories and database publications that are published on electronic or other media such as CD-ROM, diskette, or magnetic tape.	X	X	X	511140	511141 511142	511140	83610 83620 83690
51114	4.2	X				Advertising Space in Other Publications	Sale of space for the purposes of advertisements in publications other than databases and directories.	X	X	X	511140 511110 511120 511130 511190	511141 511142	511140 511110 511120 511130 511190	83610 83620 83690
51114	5.0	X				Sale or Licensing of Rights	Licensing established under contract where the publisher cedes the right, for a fee, to all or part of a work of intellectual property or copyrighted material for an agreed period of time. The includes the right to reproduce or adapt to another format, medium, language or territory.	X	X	X	511140 511110 511120 511130 511190	511111 511112 511121 511122 511131 511132 511141 511142	511140 511110 511120 511130 511190 516110	51230
51114	6.0					Other Products								???

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51114	6.1	X				Book Publishing	A single, non-periodic publication which may be published in print, on-line, electronic or other media. Includes: an atlas; an anthology; a collective work published as a monograph or in volumes; a monograph published as part of a series; and related supplemental materials.	X	X	X	511140 511130 511120 511110 511190	511131 511132 511141 511142	511140 511130 511120 511110	32230 86910
51114	6.2	X				Periodical Publishing	Publications issued at fixed intervals, less often than daily and more often than annually, usually on a weekly or monthly basis. Periodicals generally contain articles with more analysis and in-depth coverage than newspaper reports. They may also contain essays, stories and poems and are often illustrated or with photographs. Newsletters are included. Periodicals may be published either in printed, on-line, other electronic or other media versions. The service includes distribution both on a single copy and on a subscription basis.	X	X	X	511140 511130 511120 511110 511190	511121 511122 511141 511142	511140 511130 511120 511110	32400
51114	6.3	X				Other Publishing	Publishing of calendars, maps, sales catalogs, etc.	X	?	X	511140 511130 511120 511110 511190	511191 511192	511140 511130 511120 511110 511190	325 326
51114	6.4	X				Books for Resale	Sale of books published by others.	X	X	X	511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390	43 46	511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390	624551 625551
51114	6.5	X				Periodicals for Resale	Sale of periodicals published by others.	X	X	X	511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390	43 46	511140 511130 511120 511110 511190 414420 414460 418930 419140 453310 451210 454110 454390	624551 625551
51114	6.6	X				Archive Materials	Sale of back issues of newspapers or periodicals, usually on a storage medium such as microfilm or CD-ROM.	X	X	X	511140 511120 511110	511111 511112 511141 511142	511140 511120 511110	84500

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51114	6.7		X			Web Site Hosting Services	The service of providing the infrastructure to host a customer's web site and related files in a location that provides fast, reliable connection to the Internet.	X		X	511140 511130 511120 511110 511190 514191 514210	513210	511140 518110 518210	84200
51114	6.8		X			Data Processing	Processing of client's information.	X		X	511140 514210 514191 541510	518210	518210	85960
51114	6.9		X			Telemarketing	Services to market clients' products or services, using the telephone.	X		X	511140 511120 511110 561420	5614	561422	85990
51114	6.10		X			Marketing	Services to market clients' products or services.	X		X	511140 511120 511110 5418	5416	5416	83700

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